Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the present application.

Listing of Claims:

1.   (currently amended) A method for displaying an advertisement in an electronic program guide (EPG) comprising the steps of:

storing television schedule information in a database;

receiving advertisement information;

combining a portion of the received advertisement information with a portion of the stored television schedule information to form a modified advertisement; and

displaying the ~~combined information~~ modified advertisement in the EPG on a screen.

2.   (original) The method of claim 1, wherein the receiving, combining, and displaying steps are performed in substantially real time.

3.   (original) The method of claim 1, wherein the receiving step comprises receiving promotional information about a future television program.

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4.   (original) The method of claim 1, wherein the receiving step comprises receiving promotional information about a currently telecast television program.

5.   (original) The method of claim 1, wherein the receiving step comprises receiving promotional information about one or more of a product and a service.

6.   (original) The method of claim 1, wherein the storing step comprises storing a program description and the combining step comprises combining a portion of the received advertisement information with the stored program description.

7.   (original) The method of claim 1, wherein the storing step comprises storing a program telecast time and the combining step comprises combining a portion of the received advertisement information with the stored program telecast time.

8.   (original) The method of claim 1, wherein the storing step comprises storing a web site address and the combining step comprises combining a portion of the received advertisement information with the stored web site address.

9.   (original) The method of claim 1, wherein the storing step comprises storing information related to a geographical location and the combining step comprises combining a portion of the received advertisement information with the information related to a geographical location.

10.   (original) The method of claim 1, wherein the storing step comprises storing information related to a television viewer and the combining step comprises combining a portion of the received advertisement information with the information related to a television viewer.

11.   (original) The method of claim 1, wherein the storing step comprises storing information related to rotating advertisement information in the EPG and the combining step comprises combining a portion of the received advertisement information with the information related to rotating advertisement information.

12.   (original) The method of claim 11 further comprising displaying the advertisement information in the EPG based on the rotating information.

13.   (original) The method of claim 3, wherein the

promotional information is a video preview related to the future television program.

14. (original) The method of claim 5, wherein the promotional information is a video preview related to the one or more of a product and a service.

15. (original) The method of claim 1 further comprising the steps of selecting the displayed information using a pointing device and activating a function related to the selected information.

16. (original) The method of claim 15, wherein the step of activating a function comprises linking to a web site based on an address related to the selected information and displaying more information from the web site.

17. (original) The method of claim 15, wherein the step of activating a function comprises displaying more detail information related to the selected information.

18. (original) The method of claim 15, wherein the step of activating a function comprises scheduling a future television program for recording.

19. (original) The method of claim 15, wherein the step of activating a function comprises tuning to a currently telecast television program.

20. (original) A method for modifying an advertisement in an electronic program guide (EPG) comprising the steps of:

storing television schedule information in a first database;

storing advertisement information in a second database;

incorporating a portion of the television schedule information from the first database into a portion of the advertisement information to form a modified advertisement; and

displaying the modified advertisement on a screen.

21. (original) The method of claim 20, wherein the storing advertisement information step comprises storing promotional information about a future television program.

22. (original) The method of claim 20, wherein the storing advertisement information step comprises storing

promotional information about a currently telecast television program.

23. (original) The method of claim 20, wherein the storing advertisement information step comprises storing promotional information about one or more of a product and a service.

24. (original) The method of claim 20, wherein the storing schedule information step comprises storing a program description and the incorporating step comprises incorporating a portion of the received advertisement information with the stored program description.

25. (original) The method of claim 20, wherein the storing schedule information step comprises storing a program telecast time and the incorporating step comprises incorporating a portion of the stored advertisement information with the stored program telecast time.

26. (original) The method of claim 20, wherein the storing schedule information step comprises storing a web site address and the incorporating step comprises incorporating a portion of the stored advertisement information with the stored web site address.

27. (original) The method of claim 20, wherein the storing schedule information step comprises storing information related to a geographical location and the incorporating step comprises incorporating a portion of the stored advertisement information with the information related to a geographical location.

28. (original) The method of claim 20, wherein the storing schedule information step comprises storing information related to a television viewer and the incorporating step comprises incorporating a portion of the received advertisement information with the information related to a television viewer.

29. (original) The method of claim 1, wherein the storing schedule information step comprises storing information related to rotating advertisement information in the EPG and the incorporating step comprises incorporating a portion of the stored advertisement information with the information related to rotating advertisement information.

30. (original) The method of claim 29 further comprising displaying the advertisement information in the EPG based on the rotating information.

31. (original) The method of claim 21, wherein the promotional information is a video preview related to the future television program.

32. (original) The method of claim 23, wherein the promotional information is a video preview related to the one or more of a product and a service.

33. (original) The method of claim 20 further comprising the steps of selecting the displayed advertisement using a pointing device and activating a function related to the selected advertisement.

34. (original) The method of claim 33, wherein the step of activating a function comprises linking to a web site based on an address related to the selected advertisement and displaying more information from the web site.

35. (original) The method of claim 33, wherein the step of activating a function comprises displaying more detail information related to the selected advertisement.

36. (original) The method of claim 33, wherein the

step of activating a function comprises displaying a video preview related to the selected advertisement.

37.   (original) The method of claim 33, wherein the step of activating a function comprises scheduling a future television program for recording.

38.   (original) The method of claim 33, wherein the step of activating a function comprises tuning to a currently telecast television program.

39.   (original) An interactive electronic program guide (EPG) system comprising:

a first database for storing television schedule information;

a second database for storing advertisement data, wherein a portion of the information stored in the first database is combined with a portion of an advertisement data associated in the second database to form an updated advertisement; and

a display screen for displaying the updated advertisement in the EPG.

40.   (original) The EPG of claim 39, wherein the

advertisement data is promotional information about a future television program.

41. (original) The EPG of claim 39, wherein the advertisement data is promotional information about a currently telecast television program.

42. (original) The EPG of claim 39, wherein the advertisement data is promotional information about one or more of a product and a service.

43. (original) The EPG of claim 39, wherein the first database includes a program description for combining a portion of the advertisement data with the stored program description.

44. (original) The EPG of claim 39, wherein the first database includes a program telecast time for combining a portion of the advertisement data with the stored program telecast time.

45. (original) The EPG of claim 39, wherein the first database includes a web site address for combining a portion of the advertisement data with the stored web site address.

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46.   (original) The EPG of claim 39, wherein the first database includes geographical location data for combining a portion of the advertisement data with the stored geographical location data.

47.   (original) The EPG of claim 39, wherein the first database includes information related to a television viewer for combining a portion of the advertisement data with the information related to a television viewer.

48.   (original) The EPG of claim 39, wherein the first database includes information related to rotating advertisement information in the EPG for combining a portion of the advertisement data with the information related to rotating advertisement information.

49.   (original) The EPG of claim 40, wherein the promotional information is a video preview related to the future television program.

50.   (original) The EPG of claim 42, wherein the promotional information is a video preview related to the one or more of a product and a service.

51.   (original) The EPG of claim 39 further

comprising an input device for selecting the displayed advertisement and activating a function related to the selected advertisement.

52. (original) The EPG of claim 51, wherein the input device activates a function to link to a web site based on an address related to the selected advertisement.

53. (original) The EPG of claim 51, wherein the input device activates a function to display more detail information related to the selected advertisement.

54. (original) The EPG of claim 51, wherein the input device activates a function to schedule a future television program for recording.

55. (original) The EPG of claim 51, wherein the input device activates a function to tune to a currently telecast television program.

56. (original) The EPG of claim 51, wherein the input device activates a function to display a video preview related to the selected advertisement.

57. (currently amended) A computer readable medium

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having stored thereon a set of instructions including instruction for displaying an advertisement in an electronic program guide (EPG), the instructions, when executed by a microprocessor, cause the microprocessor to perform the steps of:

storing television schedule information in a database;

receiving advertisement information;

combining a portion of the received advertisement information with a portion of the stored television schedule information to form a modified advertisement; and

displaying the ~~combined information~~ modified advertisement in the EPG on a screen.

58. (original) A computer readable medium having stored thereon a set of instructions including instruction for modifying an advertisement in an electronic program guide (EPG), the instructions, when executed by a microprocessor, cause the microprocessor to perform the steps of:

storing television schedule information in a first database;

storing advertisement information in a second database;

incorporating a portion of the television schedule information from the first database into a portion of the

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advertisement information to form a modified advertisement; and

displaying the modified advertisement on a screen.